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**To:** Kate Birchler, Chairwoman  
 Tourism Advisory Task Force

**From:** Karen Churchard, Tourism & Events Director

**Date:** October 26, 2017

**Subject:** Downtown Scottsdale 2.0

Below are the major projects and recommendations made by CSL International in the Tourism Related Downtown Economic Feasibility Study (Downtown Scottsdale 2.0), which was sent to TATF members on Wednesday, October 25 in advance of the November 1 meeting. Members were also asked to complete their own worksheet recommendations prior to the November 1 meeting.

During the November 1 meeting, TATF will establish recommendations for the November 13 City Council Work Study.

#### **ONE TIME PROJECTS**

- Connectivity - Main Street Streetscape Design & Construction
- Connectivity - Marshall Way Street & Lighting Project
- Connectivity - Transform Scottsdale Road
- Hotel + Conference Center; 300 room hotel w/ 25,000 sq ft of conference space
- Public Space Placemaking - Civic Center Mall Phase I - Center of Mall + Bridge
- Public Space Placemaking - Civic Center Mall Phase II - Areas surrounding Center of Mall
- Public Space Placemaking - Extend Soleri Plaza
- Public Space Placemaking – Loloma; Moderate commercial development with ample green space on north and south parcels
- Public Space Placemaking – Loloma; Significant office development with green space on north and south parcels
- Public Space Placemaking - Transform Arizona Canal
- Re-focus Arts Sector Approach - Monumental Art
- Re-focus Arts Sector Approach - Pocket Art Parks
- Scottsdale Stadium - Outside Plaza; Parking Garage

#### **POTENTIAL ONGOING SUPPORT PROJECTS**

- Downtown Activation
- Downtown Advertising
- Downtown Banners / Décor

- Downtown Brand
- Downtown Pedestrian Signage
- Downtown Wayfinding
- Events - Canal Convergence
- Events - Develop 1 New Citywide Festival
- Events - Develop 3 to 4 New Festivals
- Office Workers - Creative Class Recruitment; 3,000 to 5,000 sq. ft. buildings suitable for retrofit
- Office Workers - Increase Commercial Space; Target up to 450,000 sq. ft. commercial office development by 2030
- Parking Management Technology (Nonpayment)
- Re-focus Arts Sector Approach - Art Trail on Marshall Way
- Re-focus Arts Sector Approach - Temporary Public Art - Seasonal
- Residents - Target 10,000 by 2025; requires 1,950 additional units; Expectation for high quality design/architecture; “critical mass” to support a thriving, self-sustained downtown neighborhood
- Residents - Target 8,200 by 2025; requires 1,050 additional units; Expectation for high quality design/architecture
- Supporting Infrastructure; Maintenance, Marketing and Programming, Parking and Transportation, Public Safety
- Transportation - Biking Routes, Bike Share
- Transportation - Visitor Trolley ease of route

#### **ORGANIZATIONAL APPROACH**

- Legal Structure - City Department Model
- Legal Structure - Public Non-Profit Corporation

#### **FINANCING APPROACH**

- City Department Increased budget by \$1 million
- City Department Increase of Staffing
- Develop a Downtown Foundation as part of Non-Profit
- Create w/ Private Sector a Business Improvement District
- Business Development Tools - Increase Economic Development Budget
- Sales Tax Increase
- Restaurant Tax Assessment
- Downtown Parking Fee